

# CPS Community Fundraising

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## Background

For each of the last four years the P&C has raised funds through direct voluntary contribution rather than activities such as chocolate drives or fairs.

Year	Total Contribution
2003	\$70,000
2004	\$65,000
2005	\$95,748
2006	\$73,275
2007	\$100,787
2008	\$107,854 (57.4% of families) (YTD)

The only major change in approach during that time has been that in 2007 and 2008 funds have been directed to the general account. In earlier years contributions were split between the general account and the tax-deductible Building and Library funds. The Library Fund was discontinued (and accumulated funds handed over to the school) when it was realised that the P&C could not legally administer such a fund. The focus was moved from the Building Fund when it was realised that we did not have a specific goal in mind for the fund and that its tax-deductible nature was making it attractive and thus pulling needed-contributions from the general fund.

In 2007 the primary focus of P&C expenditure was on supporting teaching salaries. This year it has been on a range of requested resources and then Smart Boards.

Contributions were not tracked by family historically so it's impossible to do a direct percentage comparison. However if the growth in contributions had matched the growth in student numbers from 2005 to 2008 we could have expected, everything else being equal, to raise \$115,000 in 2008. Of course such an analysis does not take the 2006 figure into consideration.

Anecdotally, there has been feedback from teachers that more people this year are suffering mortgage stress, are in single families, or are in other circumstances which might make contributing difficult.

## Issues

While the provision of \$100,000 to the school makes a substantive difference, there is on-going concern that only around half of the school families are making the voluntary contribution. This gives rise to some feelings of inequity when the primary expenditure is on expendable items which are used by all children.

The School's reliance on P&C funds for expendable items makes budgeting difficult for the School and also places a great deal of pressure on the P&C in that the funds are absolutely needed, rather than being for 'nice-to-have' items.

## **Suggested approach for 2009**

Looking forward the P&C executive and the School executive feel that it is timely to take a look at the basic philosophy behind P&C and School fundraising. There have been several discussions which have lead to the suggested approach set out here.

The core of the suggested approach is that the School will raise funds directly for expendable items which are used by everyone in the school. This would include items such as paper, paint, stationery, classroom shelving, science kits, etc. Logically, this would increase the School levy by somewhere between \$75 and \$100 pa, depending on the School's needs. Importantly, though, this cost would be shared evenly throughout the School.

The P&C would focus on raising funds for major items which the DET will not fund. This would include extraordinary teaching resources (STLA, GATTS); major capital items such as smart boards; and extraordinary items such as additional classroom fit-outs to ensure everyone is at the same standard. When the School Council completes the Master Plan the P&C would also fund-raise for building development as needed.

It is likely that the P&C's basic approach to fundraising would continue to focus on the direct, voluntary contribution. This, however, would be determined once the School decides what it needs and an appropriate funding target had been determined. It would also be logical that the amount sought per family by the P&C would reduce to recognise the amount raised directly by the School.

## **Guiding principles for Cammeray P&C fundraising**

1. The P&C will raise money for major items requested by the School executive and not otherwise funded. Examples would include the Multilit teaching time, classroom fit outs to ensure equity amongst students, and Smart Boards.
2. There will be visible objectives for the use of the funds – clearly identified items or projects.
3. We will minimise the extent of volunteer time required – aim for maximum efficiency.
4. We will maximise the amount raised in any calendar year.
5. We will communicate clearly and consistently to the School community.